

## CLAIMS

What is claimed is:

- 1 1. A method for distributing targeted sales information, comprising the steps of:
  - 2 (a) storing user input relating to products in a database;
  - 3 (b) receiving a request to send sales information associated with a product;
  - 4 (c) searching the database for selecting users who have entered user input relating to
  - 5 the product associated with the sales information;
  - 6 (d) outputting the sales information to the selected users; and
  - 7 (e) charging a fee for outputting the sales information.
- 1 2. A method as recited in claim 1, wherein the user input includes submissions of
- 2 representations of bar codes associated with products.
- 1 3. A method as recited in claim 1, wherein the sales information is output utilizing
- 2 a web page, wherein an additional fee is charged for selecting a positioning of
- 3 the sales information on the web page.
- 1 4. A method as recited in claim 1, wherein the sales information is output to a
- 2 client device of at least one of the users, wherein the client device is selected
- 3 from the group consisting of: a personal computer, a scanner, a portable
- 4 computing device, a telephone, a pager, and a facsimile machine.
- 1 5. A method as recited in claim 1, wherein an additional fee is charged for
- 2 outputting the sales information to at least one of a telephone, pager, and
- 3 portable computing device.

1    6.    A method as recited in claim 1, wherein a user response to the sales information  
2                          is tracked.

1    7.    A method as recited in claim 1, wherein a promoter of the product is allowed to  
2                          provide dynamic feedback to a user responding to the sales information.

1    8.    A computer program product for distributing targeted sales information,  
2                          comprising:

- 3    (a)    computer code for storing user input relating to products in a database;
- 4    (b)    computer code for receiving a request to send sales information associated with  
5                          a product;
- 6    (c)    computer code for searching the database for selecting users who have entered  
7                          user input relating to the product associated with the sales information;
- 8    (d)    computer code for outputting the sales information to the selected users; and
- 9    (e)    computer code for charging a fee for outputting the sales information.

1    9.    A computer program product as recited in claim 8, wherein the user input  
2                          includes submissions of representations of bar codes associated with products.

1    10.    A computer program product as recited in claim 8, wherein the sales information  
2                          is output utilizing a web page, wherein an additional fee is charged for selecting  
3                          a positioning of the sales information on the web page.

1    11.    A computer program product as recited in claim 8, wherein the sales information  
2                          is output to a client device of at least one of the users, wherein the client device  
3                          is selected from the group consisting of: a personal computer, a scanner, a  
4                          portable computing device, a telephone, a pager, and a facsimile machine.

- 1    12. A computer program product as recited in claim 8, wherein an additional fee is  
2       charged for outputting the sales information to at least one of a telephone, pager,  
3       and portable computing device.
- 1    13. A computer program product as recited in claim 8, wherein a user response to  
2       the sales information is tracked.
- 1    14. A computer program product as recited in claim 8, wherein a promoter of the  
2       product is allowed to provide dynamic feedback to a user responding to the sales  
3       information.
- 1    15. A system for distributing targeted sales information, comprising:  
2       (a) logic for storing user input relating to products in a database;  
3       (b) logic for receiving a request to send sales information associated with a product;  
4       (c) logic for searching the database for selecting users who have entered user input  
5       relating to the product associated with the sales information;  
6       (d) logic for outputting the sales information to the selected users; and  
7       (e) logic for charging a fee for outputting the sales information.
- 1    16. A system as recited in claim 15, wherein the user input includes submissions of  
2       representations of bar codes associated with products.
- 1    17. A system as recited in claim 15, wherein the sales information is output utilizing  
2       a web page, wherein an additional fee is charged for selecting a positioning of  
3       the sales information on the web page.
- 1    18. A system as recited in claim 15, wherein the sales information is output to a  
2       client device of at least one of the users, wherein the client device is selected

3       from the group consisting of: a personal computer, a scanner, a portable  
4       computing device, a telephone, a pager, and a facsimile machine.

1       19.      A system as recited in claim 15, wherein an additional fee is charged for  
2       outputting the sales information to at least one of a telephone, pager, and  
3       portable computing device.

1       20.      A system as recited in claim 15, wherein a user response to the sales information  
2       is tracked.

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